Intermedia Film

This is one of our hometowns: Milwaukee, Wis.

Here's to a to

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wn that works.

Milwaukee is a town with great hands. Whatever it makes, it makes well—to standards of quality and craftsmanship that a lot of Americans think have disappeared. In simple things like gloves and wheelbarrows, in complicated things like outboards and motorcycles, and in that highest art form of the industrial world, the tools that make other tools.

In Milwaukee, work is a way of life, and superior craftsmanship a civic creed. The Milwaukeean treasures whatever is old and well-made—the Flemish Renaissance City Hall and the Joan of Arc Chapel, the Western Hemisphere's oldest Christian Church. He treasures, equally, whatever is new and well-made—the soaring Saarinen War Memorial and Art Center and the superb Performing Arts Center.

After work, the Milwaukeean savors the good things of life from ballet to bowling, symphony to soccer, and especially those things that involve friends and family. And high on the list is the great food of a dozen ethnic groups, and Milwaukee-made beer.

Milwaukee has been home to our Miller Brewing Company for more than 100 years. And Milwaukee's skilled hands and devotion to quality have made our Miller High Life the fastest growing premium beer in the world. If you're ever in the neighborhood, we hope you'll stop in and see for yourself how great beer is made, and join us in a toast to Milwaukee.

Philip Morris Incorporated

Good people make good things.

Makers of Marlboro, Benson & Hedges 100's, Merit, Parliament Lights, Virginia Slims and Multifilter; Miller High Life Beer, Lite Beer and Löwenbräu Special and Dark Special Beer; 7 UP and Diet 7 UP.

Philip Morris operating companies in Wisconsin are: The Miller Brewing Company and Philip Morris Industrial, which includes Milprint, Nicolet Paper Co., Koch Label Company and Wisconsin Tissue Mills Inc.

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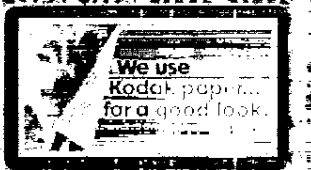
Turn your favorite pictures into more pictures, with colorful copyprints—wherever you see the Kodak paper sign.



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